

**From:** Trystan Kosmynka ([REDACTED])  
**To:** Mark Grimm ([REDACTED])  
**CC:** Shaan Pruden ([REDACTED])  
**BCC:**  
**Subject:** Re: How does xCloud differ from Media Streaming Apps?  
**Attachments:**  
**Sent:** 11/19/2019 06:33:46 AM 0000 (GMT)

Mark,

There are no conversations that I am aware of. I was under the impression that we gave them the path forward and that they would look into that (separate games that comply with 3.1.3b distributed via the App Store along, alternatively they could do this via the open web). It's concerning that there is any mention of Netflix, etc as we made it very clear to them in our meeting that the reader rule 3.1.3a, does not include games. There is no path forward for this to comply with reader rules. There is a path forward for them to comply with our multiplatform service rule 3.1.3b, the benefits of this is that customers entitled to the subscription via purchases elsewhere can still login and receive their items within these games distributed by the App Store, provided the items are also available as IAP.

3.1.3(a) "Reader" Apps: Apps may allow a user to access previously purchased content or content subscriptions (specifically: magazines, newspapers, books, audio, music, **video**, access to professional databases, VoIP, cloud storage, and approved services such as classroom management apps), provided that you agree not to directly or indirectly target iOS users to use a purchasing method other than in-app purchase, and your general communications about other purchasing methods are not designed to discourage use of in-app purchase.

*Note: 3.1.3(a) includes a whitelist of specific media, anything outside that whitelist is not eligible for reader. Games, software, are not in the whitelist, that wouldn't make sense.*

3.1.3(b) Multiplatform Services: Apps that operate across multiple platforms may allow users to access content, subscriptions, or features they have acquired elsewhere, including consumable items in multi-platform games, provided those items are also available as in-app purchases within the app. You must not directly or indirectly target iOS users to use a purchasing method other than in-app purchase, and your general communications about other purchasing methods must not discourage use of in-app purchase.

*Note: This is a great path forward, apps offering services across multiple platforms can provide access to previously purchased content, provided they offer IAP.*

On Nov 18, 2019, at 12:11 PM, Mark Grimm <[REDACTED]> wrote:

Trystan and Shaan,

After the recent xCloud meeting, Microsoft is pushing hard to figure out how to bring xCloud to iOS. They left the meeting with a lot of hope and they're under the impression we're having executive level conversations about how to make xCloud work on iOS. I'm not aware of any further discussions ongoing, but please let me know if you are.

I'm writing because I'd like to understand our stance on one particular point that comes up a lot. How is this different than media streaming apps (Netflix, etc)? For the record, I'm well versed in the policies their current proposal violates (namely, remote streaming vs. local streaming), but would like to understand how we draw a distinction **between game streaming and media streaming.**

I think the bolded portion already draws a distinction. One is games, the other is media (which includes video, or music, or audio, or books, or newspapers, or magazines)

Thanks for the help.

Where they're similar from my perspective:

- You sign into the app after you've already subscribed on the web

This experience is possible via our multi platform service rule (3.1.3b). If they offered a signin without IAP, that would be both 3.1.3a rejection (because this is not something that can comply with reader), and a 3.1.3b rejection unless they also offered the service via IAP.

- The app surfaces a lot of content, all of which is streamed down to the device

Games, not content. "Play 50+ games on your mobile phone or tablet". Games are not included in our reader carveout.

- These pieces of content are not available individually on the App Store

Games, not content. And as discussed in the meeting, these games would need to be offered as individual apps to meet the guidelines.

Where they differ from my perspective:

- xCloud is *interactive* entertainment content, Netflix is not interactive (except Bandersnatch)

"Play 50+ games on your mobile phone or tablet"

Trystan, can you help me understand other key differences that I can articulate to the developer? Thanks!

**Mark Grimm** | ☐ Partnership Manager, Games | [REDACTED] | C: [REDACTED]